GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:3501
ANSWERED ON:14.08.2000
CAMPAIGN FOR SPORTS TRAINING TO YOUTH
UMMAREDDY VENKATESWARLU

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether any media campaign has been launched in the country to enthuse youth to take sports training;

(b) if so, the details thereof;

(c) whether the Sports Authority of India has sent delegations or teams to universities and schools to encourage the youth of the country to participate in sports; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE FOR YOUTH AFFAIRS & SPORTS (SHRI SYED SHAHNAWAZ HUSSAIN)

(a) & (b) : No, Sir.

However, Sports Authority of India (SAI) has on several occasions brought out advertisements/advertorials in leading national dailies and regional newspapers detailing the activities of SAI along with sports facilities available at its Delhi Stadia and Regional Centres to encourage the youth of the country to come forth and participate in sports and utilise these facilities. In addition, press releases have been issued in national and regional newspapers informing the readers of the sports facilities available and further facilities being developed in different disciplines.

In the process of selection and induction of talented sportspersons in SAI schemes, broad publicity is done in the States through the help of the State Governments as also through press media.

(c) & (d) : No, Sir.

However, in order to encourage youth of schools and universities, SAI provides the services of its coaches.The coaches are deputed to the schools/universities based on the sports facilities available and interest shown by the institution in developing a particular sports discipline.